

TO: All Region Operations Managers
FROM: F. E. Cook
DATE: June 5, 1997
SUBJECT: WINSTON "No Bull" Ad Slick

| <u>Sales</u> | | <u>Retail</u> | |
|--------------|-------|---------------|-------|
| 1221 | _____ | 1222 | _____ |
| 1222 | _____ | 1223 | _____ |
| 1223 | _____ | 1226 | _____ |
| 1224 | _____ | 1229 | _____ |
| 1225 | _____ | ROM | _____ |
| 1226 | _____ | | |
| 1229 | _____ | PC | SC |
| 1240 | ALL | MC | PA |
| 1244 | ALL | RSM | RBM |

Attached you will find the WINSTON "No Bull" ad slick. All requests for ad slicks should be directed to J'Lavern Designs, an outside supplier for RJRT located in Winston-Salem, NC. Call or fax your request to:

910/924-6113 (phone)
 910/924-8330 (fax)

When requesting ad slicks, give your ROU location number, name, ship-to address, telephone number, description of type(s) of slicks needed, number of ad slicks required, the quarter in which ad slicks will be used as well as the due date. Please forward this information to all affected Field Sales personnel.

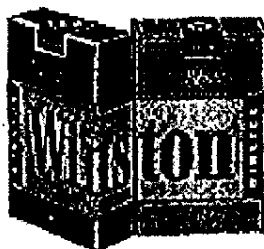
ccd

Attachment

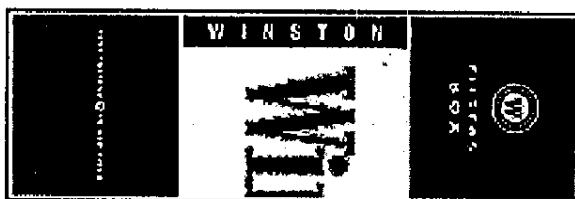
c: L. C. Sheer

51851 9487

No Additives
True Taste



\$ **0.00**
PER
PACK



\$ **0.00**
PER
CARTON

16 mg. "tar", 1.1 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.



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